

Rep Order# 9830870 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 09/27/2012 11:38 AM
Last Received: 09/27/2012 8:39 AM
Showing Buylines: All Lines

1 of 3

Station WOAI-TV SAN ANTONIO
Advertiser () POLITICAL ISSUE GROU
Product LCV
Estimate# 1865
Buyer Shira Levy
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 138/143/1865
Flight Dates 10/12/2012 - 10/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	F,M-TH	5A-6A	NEWS 4 @ 5AM	:30	\$250.00	10/12-10/18	5	1	5	\$1,250.00	
	2	SA	530A-6A	WALL STREET JOURNAL REPORT	:30	\$55.00	10/13-10/13	1	1	1	\$55.00	
	3	F,M-TH	858A-959A	RACHAEL RAY	:30	\$225.00	10/12-10/18	5	1	5	\$1,125.00	
	4	F,M-TH	10A-1059A	SAN ANTONIO LIVING ON NEWS 4 WOAI	:30	\$200.00	10/12-10/18	4	1	4	\$800.00	
	5	F,M-TH	11A-1157A	TODAY SHOW 3RD HOUR	:30	\$125.00	10/12-10/18	5	1	5	\$625.00	
	6	F,M-TH	12P-1P	TODAY SHOW - HOUR IV	:30	\$150.00	10/12-10/18	5	1	5	\$750.00	
	7	F,M-TH	1P-2P	DAYS OF OUR LIVES	:30	\$200.00	10/12-10/18	5	1	5	\$1,000.00	
	8	F,M-TH	2P-3P	ASK DR.OZ	:30	\$175.00	10/12-10/18	5	1	5	\$875.00	
	9	F,M-TH	4P-5P	JUDGE JUDY	:30	\$375.00	10/12-10/18	5	1	5	\$1,875.00	
	10	F,M-TH	630P-7P	NEWS 4 WOAI AT 630PM	:30	\$1,100.00	10/12-10/18	1	1	1	\$1,100.00	
	11	SU	5P-530P	NEWS 4 SAN ANTONIO @ 5PM	:30	\$650.00	10/14-10/14	1	1	1	\$650.00	
	12	M	7P-9P	THE VOICE	:30	\$4,250.00	10/15-10/15	1	1	1	\$4,250.00	
	13	TU	7P-8P	THE VOICE	:30	\$5,000.00	10/16-10/16	1	1	1	\$5,000.00	

Station WOAI-TV SAN ANTONIO Advertiser () POLITICAL ISSUE GROU Product LCV Estimate# 1865 Buyer Shira Levy Phone# Fax#	Agency () WATERFRONT STRATEGIES 3050 K ST NW, #100 WASHINGTON, DC 20007 Agency C/P1/P2/E 138/143/1865 Flight Dates 10/12/2012 - 10/18/2012 Hiatus Weeks	Rep Firm Sales Office () WASHINGTON Salesperson () KATHRYN SARDINSKY Salesperson Phone# 202-955-5342 Salesperson FAX#
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LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
14		TU	9P-10P	PARENTHOOD	:30	\$3,250.00	10/16-10/16	1	1	1	\$3,250.00	
15		F	8P-9P	GRIMM	:30	\$4,250.00	10/12-10/12	1	1	1	\$4,250.00	
16		SA	10P-1030P	NEWS 4 SAN ANTONIO @ 10PM	:30	\$1,150.00	10/13-10/13	1	1	1	\$1,150.00	
17		SU	1030P-11P	NEWS 4 WOAI	:30	\$650.00	10/14-10/14	1	1	1	\$650.00	
18		F,M-TH	1207A-107A	LATE NIGHT - JIMMY FALLON	:30	\$75.00	10/12-10/18	3	1	3	\$225.00	
19		SA	1030P-1204A	SATURDAY NIGHT LIVE	:30	\$1,150.00	10/13-10/13	1	1	1	\$1,150.00	

---REPORT TOTALS---
 Report Totals: 52 / \$30,030.00

---SALES MONTHLY TOTALS---
 Oct 12: 52 / \$30,030.00
 Sales Totals: 52 / \$30,030.00
 Station Totals: 52 / \$30,030.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$166,833
 CABL 0% IOAI 0% KABB 5% KCWX 0% KENS 37%
 KMYS 0% KPXL 0% KSAT 40% KMEX 0% UNKN 0%
 WOAI 18%

Books null
 Demos RA35+

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Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

ORDER


WOAI-TV

Orders
Order / Rev: 61263
Alt Order #: 09830870
Product Desc: LCV/ POLITICAL ISSUE
Estimate: 1865
Flight Dates: 10/12/12 - 10/18/12
Original Date / Rev: 09/27/12 / 09/27/12
Order Type: GENERAL

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K St NW, #100
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: League of Conservation Voters
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-2
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	52	\$30,030.00	\$25,525.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	52	\$30,030.00	\$25,525.50	0.00
Totals	52	\$30,030.00	\$25,525.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOAI-TV	18%	\$30,030.00
Market	100%	\$166,833.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	5%	\$8,341.67
KENS	37%	\$61,728.33
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	40%	\$66,733.33
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	10/12/12	10/18/12	Local 5a News	CM	5:00 AM-6:00 AM	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
				Local 5a News											

NEWS 4 @ 5AM

Order / Rev: 61263
 Alt Order #: 09830870
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: League of Conservation Voters
 Product Desc: LCV/ POLITICAL ISSUE
 Estimate: 1865
 WOI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	10/12/12	10/18/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
NEWS 4 @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			5		\$250.00		0.00				
E 2	WOAI	10/13/12	10/13/12	Wall Street Wall Street	CM	5:30 AM-6:00 AM	-----1-	:30	1	\$55.00	P-2	0.00	NM	1	\$55.00
WALL STREET JOURNAL REPORT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1-			1		\$55.00		0.00				
E 3	WOAI	10/12/12	10/18/12	M-F 9a-10a M-F 9a-10a	CM	8:58 AM-9:59 AM	MTWTF--	:30	5	\$225.00	P-2	0.00	NM	5	\$1,125.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			5		\$225.00		0.00				
E 4	WOAI	10/12/12	10/18/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-10:59 AM	MTWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
SAN ANTONIO LIVING ON NEWS 4 WOAI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			4		\$200.00		0.00				
E 5	WOAI	10/12/12	10/18/12	Today Show II Today Show II	CM	11:00 AM-11:57 AM	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
TODAY SHOW 3RD HOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			5		\$125.00		0.00				
E 6	WOAI	10/12/12	10/18/12	Today Show III Today Show III	CM	12:00 PM-1:00 PM	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
TODAY SHOW - HOUR IV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			5		\$150.00		0.00				
E 7	WOAI	10/12/12	10/18/12	M-F 1p-2p M-F 1p-2p	CM	1:00 PM-2:00 PM	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			5		\$200.00		0.00				
E 8	WOAI	10/12/12	10/18/12	M-F 2p-3p M-F 2p-3p	CM	2:00 PM-3:00 PM	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
ASK DR.OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			5		\$175.00		0.00				
E 9	WOAI	10/12/12	10/18/12	M-F 4p-5p M-F 4p-5p	CM	4:00 PM-5:00 PM	MTWTF--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			5		\$375.00		0.00				
E 10	WOAI	10/12/12	10/18/12	Local 630p News Local 6:30p News M-F	CM	6:30 PM-7:00 PM	MTWTF--	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
NEWS 4 WOAI AT 630PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	MTWTF--			1		\$1,100.00		0.00				
E 11	WOAI	10/14/12	10/14/12	Local 5p News Su Local 5p News Su	CM	5:00 PM-5:30 PM	-----1	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
NEWS 4 SAN ANTONIO @ 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1			1		\$650.00		0.00				
E 12	WOAI	10/15/12	10/15/12	Mon Spec Mon Spec	CM	7:00 PM-9:00 PM (7:00 PM-9:00 PM)	1-----	:30	1	\$4,250.00	P-2	0.00	NM	1	\$4,250.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	1-----			1		\$4,250.00		0.00				
E 13	WOAI	10/16/12	10/16/12		CM	7:00 PM-8:00 PM	-1-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00

Order / Rev: 61263
 Alt Order #: 09830870
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: League of Conservation Voters
 Product Desc: LCV/ POLITICAL ISSUE
 Estimate: 1865

WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tue Reg 1											
				Tue Reg 1											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$5,000.00		0.00			
E 14	WOAI	10/16/12	10/16/12	Tue Reg 3	CM	9:00 PM-10:00 PM	-1-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
				Tue Reg 3											
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-1-----					1	\$3,250.00		0.00			
E 15	WOAI	10/12/12	10/12/12	Fri Reg 2	CM	8:00 PM-9:00 PM	----1--	:30	1	\$4,250.00	P-2	0.00	NM	1	\$4,250.00
				Fri Reg 2											
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--					1	\$4,250.00		0.00			
E 16	WOAI	10/13/12	10/13/12	Late 10p News Sa	CM	10:00 PM-10:30 PM	-----S-	:30	1	\$1,150.00	P-2	0.00	NM	1	\$1,150.00
				Late 10p News Sa											
NEWS 4 SAN ANTONIO @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$1,150.00		0.00			
E 17	WOAI	10/14/12	10/14/12	Su Sports Sunday	CM	10:30 PM-11:00 PM	-----1	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Su Sports Sunday	(10:30 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1					1	\$650.00		0.00			
E 18	WOAI	10/12/12	10/18/12	Late Night	CM	12:07 XM-1:07 XM	MTWTF--	:30	3	\$75.00	P-2	0.00	NM	3	\$225.00
				Late Night											
LATE NIGHT - JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	MTWTF--					3	\$75.00		0.00			
E 19	WOAI	10/13/12	10/13/12	Saturday Night Live	CM	10:30 PM-12:04 AM	-----1-	:30	1	\$1,150.00	P-2	0.00	NM	1	\$1,150.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----1-					1	\$1,150.00		0.00			
													Totals	52	\$30,030.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WOAI-TV San Antonio TX	Date: 9-26-12
--	---

I, Shira Lewy

do hereby request station time concerning the following issue:

LCV Maria Mayan	1420 L St NW, Suite 800 Washington DC 20036 202-785-8683
--------------------	--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: _____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

LCU

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

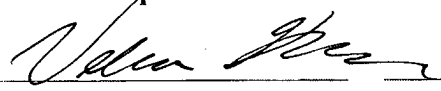
I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

9/25/12  202-338-8706
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

 VERONICA GARCIA NSM
Signature Printed Name Title